

Organ Plays at 9, 11 and 4:50
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Fair

Travel North Or Travel South—But Cool Clothes Are the Surest Comfort

When Any of Us Pass Beyond the Bounds of Moderation

in the conduct of our affairs, somebody will be hurt.

It is possible to be firm and urgent when we are sure that we are right, but when there is a middle course of fairness to take, it will be a saving from muddles and troubles.

"Moderation," it has been said, "is the silken thread through the pearl chain of all virtues."

When once we pass the gates of moderation because we know that we may justly claim what we believe to be our rights, we may lose the presence of the guardian angel that has so often stood by us, and helped us out.

[Signed]

John Wanamaker

June 23, 1922.



What a Glorious Time for All Young Women to Dress Up!

The Prettiest New Summer Dresses
Special, \$10.50 to \$25

IMAGINE LINEN, dainty cotton voile, dotted Swiss and wash silk dresses in the most charming new styles, and everything down to the little lace trimmed or embroidered collars made in the most careful manner!

Every one of the six different styles is priced about as low as possible and there is little likelihood that any one of them will stay here long. Sizes 14 to 20 years.

Linen Sleeveless Dresses at \$10.50

In oyster white, Copenhagen, tangerine, rose and tan, with a shoulder yoke, rows of fagoting and belted.

Colored Voile Dresses, \$12.50

Made with white voile front, collar, cuffs and pocket, attached with white beading. In flesh, Copenhagen, jade, orchid, maize, cherry and white.

Striped Wash Silk Dresses, \$16.50

In two good sports models.

Voile and Linen Dresses, \$17.50

The voiles are in white, orchid, pink, Copenhagen, navy and maize, tucked and with white embroidered collar and cuffs. The linens are cross tucked with hand drawn work.

Dotted Swiss Dresses, \$25

A beautiful style with side gathers, tied with ribbon and hand-embroidered white linen collar and cuffs. Navy, tan, orchid and Copenhagen blue.

(Second Floor)

Many Delightful New Hats for Around \$10

THE HATS so many women want to go with thin wash dresses and they are so inexpensive that several can be had for what one ordinarily would pay for a single hat.

There are, for example, all-white hats of medium size in soft white crepe, trimmed, for the most part, with lilies-of-the-valley. And every other woman is asking for all-white hats now.

Large floppy hats of rough straw in black and colors and trimmed with daisies, lilacs, lilies-of-the-valley and field flowers. Such hats go with any dress.

(Second Floor)

Also many transparent black hats, some of which have satin crowns. Fashionable and cool-looking. They are trimmed with pretty colored flowers, shiny all-black flowers and leaves or with feather fancies.

(First Floor)

Leghorn Sports Hats Special, \$4.75 to \$7

In sizes for both women and girls from eight years old and upward.

The leghorn is an especially nice quality and so soft and pliable that the brim may be turned up or down or at any angle.

All are in the natural color leghorn, which is an especial favorite because it goes with any kind of a costume.

About four or five styles, all, however, being trimmed with a ribbon band or folded silk.

(Second Floor)

Silk and Cloth Capes Priced at \$38.50

Two styles of capes which have proved themselves favorites are—

One of heavy Canton crepe in navy or black, with gray or light-colored crepe de chine lining and caracul collar.

One of wool tricotine is in navy or black and has a little collar and its fullness gathered up under the collar in heavy cords.

(First Floor)

The Favorite Gloves for Summer Wear

Soft washable skin gloves in doe finish. White, yellow, peachbloom or pearl.

\$2.75 to \$4.75 a pair, including slip-on, strap-wrist and 12-button-length styles. Not every color in every style.

Wanamaker chamois-lisle gloves, made abroad expressly for us. Fine finish and a beautiful color range. From two-clasp at 85c to 16-button at \$1.50.

(Main Floor)

Long silk gloves of extra quality, in black, white and colors, specially priced at \$1.35 a pair.

The Right Collars for Bateau Neck Dresses

We have had them made especially for the many women who are asking for such collars.

They are cut in bateau shape and made of a combination of real fillet and Irish laces, insets of tulle net or fine hand-embroidered organdie.

Mostly in ecru color and extremely dainty from \$4.50 to \$10.00.

(Main Floor)

Good Irish Dress Linen at 68c

A splendid, sturdy, round-thread linen of correct weight and finish for dresses, suits and skirts. White and a wonderful color line. All a yard wide.

We have sold literally tens of thousands of yards, and we know no linen of anything like its quality anywhere near its price.

(West Aisle)

Everybody Is Asking for White Silks

And getting them, too, for we never had a better assortment of the kinds most sought for Summer dresses, capes, skirts, blouses, hats and lingerie.

Plain white washable silk broadcloth is \$2 a yard. White pongee, washable, \$3.25 a yard. White washable crepe de chine, \$3 a yard.

(First Floor)

Suppose a Woman Wants a 50c Handkerchief

She may have as many as five different kinds to choose from and all are pure linen and really remarkable values. It is more economical to buy them by the dozen, of course, for the price then is only \$5.50.

Taple bordered handkerchiefs, about six styles. Colored handkerchiefs, white with colored borders and colored with white hems. Many patterns. Hand-embroidered initial handkerchiefs. One-corner embroidered handkerchiefs. Plain hemstitched handkerchiefs, either sheer or medium-weight linen.

(Main Floor)

There's a Secret About Candy This Week

The Fourth of July is only a little more than a week off and the Candy Store has a big surprise package of the children's favorite candies.

So here it is and all that is in it for \$2:
1 pound of cream almonds;
1 pound of assorted caramels;
1 pound of assorted chocolates;
1 pound of platted cream mint;
1 cannon cracker filled with gum drops;
A box of assorted cream wafers;
Two snapping bonbons.

(Down Stairs Store)

For the Auto Tourist

The Automobile Blue Book is the complete guide for motor touring and takes all the guesswork out of it. Four volumes cover the entire U. S., each including maps and running directions, and being a complete guide for the section it covers:

- No. 1. New York and New England States.
- No. 2. Middle Atlantic and South-eastern States.
- No. 3. Middle Western States.
- No. 4. Western States and Trans-continental Guide.

Each \$4.

(Main Floor)

News of Cool Summer Bed Clothing

New arrival of cool, Jacquard-woven cotton comfortables, finished with a saten binding.

Large variety of popular colors and patterns—rose, blue, pink, gold and lavender.

Decorative in effect and wash well. Price, \$5 each.

New Candlewick Spreads of unbleached muslin, with candlewick tufting in a variety of patterns.

Charming and effective bed coverings, especially with old Colonial four-posters. Single-bed size, \$9; double-bed size, \$10 each.

Some with bolster-covers are \$14 in the single and \$15 in the double bed size.

(Sixth Floor)

The Newest Phonograph Records

Are Played Amid Soft Lights and Cool Breezes

What a luxurious place to sit and listen to the newest musical numbers played on the world's best phonographs.

And how many thousands of selections to pick from! The very atmosphere of the Wanamaker Phonograph Salons seems rich and reposeful and full of music, while the Wanamaker service provides the records as fast as they are released.

Some new numbers for week-end gatherings are:

Victor

- 18902—I Love Her—She Loves Me; Lovable Eyes (Fox Trot)
- 18898—Kinky-Koo; Too Too (Fox Trot)
- 18900—Kitten on the Keys; Pick Me Up and Lay Me Down in Dear Old Dixie Land
- 66048—Serenade, Eiman
- 18889—You Can Have Every Light on Broadway; Lovey-Dove
- 18886—Every Day (Fox Trot); Rose of Stamboul (Waltz)

Brunswick

- 2260—Do It Again; Teasin'
- 2274—Some Sunny Day; Don't Bring Me Posies
- 2262—Every Day; Rosy Posy
- 2271—Sun God; High Brown Blues

(Second Floor)

Right About Now, Many Men Are Stepping Out With New Straw Hats

Many are the reasons for it—old ones have gotten beyond redemption or the owners have begun to realize that the lure of style led them into unbecoming things when the season was starting, or else the bargain-bought hat has been rained upon.

Whatever the reason, there is one sure way to avoid it.

At Wanamaker's there are fashionable hats in so many shapes any type of a man is bound to get one that is becoming, so well made that a

little rain doesn't matter and good hats don't show the dirt as quickly.

American-made hats or the famous Lincoln-Bennett and REDLEAF London hats between \$2.50 and \$5.

(Main Floor)

AFTER all, the whole long story of a man's comfort on every sweltering Summer day is summed up in two words—

Tropical Suits

that are light, loose and easy, yet tailored to perfection, and just as smart as any suit could be.

It's an old story, too, as old as man almost, for history pictures the loose, flowing robes of linen that shepherds wore in the place of hides when the days grew hot.

No longer is it necessary for a man to suffer with the sweeping folds of flowing robes, but he can wear clothes just as light as linen.

And such light, airy suits can look like any other suit—can be any color or several colors, can be striped or plain.

When the tailoring is good they fit just as well and look just as well as the hottest kind of a woolen suit.

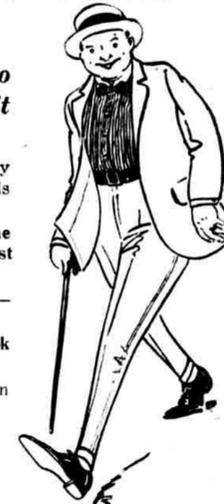
For three generations Wanamaker tailoring has been the accepted standard for men.

Palm Beach Suits, \$18 and \$20.

Fancy Mohair Suits, \$20, \$22.50 and \$25.

Tropical Worsted Suits, \$25 to \$32.

(Third Floor)



Specially-Priced Knickers for Women

Made by our own tailors from short ends of tweeds, herringbones and novelty cloths, and accordingly marked at a small price—\$8.

Other knickers in the Little Salon devoted to sports clothes are of khaki and linen and priced at \$7 to \$15. Riding breeches of the same materials are also \$7 to \$15.

(First Floor)

Cool Black Silk Dresses for Conservative Women

Not merely cool, but the simplest, most comfortable things imaginable—and particularly good for traveling, since they shed the dust.

Made of excellent black habutai, in several different models, with reasonably full skirts and with V and square shaped collars. \$7.75 to \$21.50.

(First Floor)



A Ship Has Arrived From the Orient With Gay Looking Kimonos

Several hundred kimonos from Japan—made to our order and cut over American patterns; and of mandarin coats from China—rich and beautiful in color and material. Among the best of the kimonos are—

Pullman robes of habutai, navy, black or Copenhagen silk, each in an envelope of the same material, \$10.50.

Black silk kimonos with native sleeves, all scattered with gold medallions and interlined, \$35.

Navy silk kimonos with white medallions, \$22.50.

Delicately colored kimonos—blue, pink, old blue—with col-

ored embroidery, \$15.

Thin colored silk, interlined, and embroidered with wistaria—\$16.50.

Then the beautiful Chinese coats, richly and closely embroidered, in all the beauty of color for which the almond-eyed people are famous. The prices are moderate—\$38.75 and \$45.

(Third Floor)

New Summer Millinery for Youngsters to Wear

For the littlest baby, of course, it means the daintiest of lingerie caps, trimmed with lace, embroidery, hand feather stitching or ribbon. They would fit babies up to two years old and are 85c to \$2.25.

Sun bonnets are just the thing for baby girls to wear at the shore. In dotted Swiss, plain Swiss or colored or white organdie, \$1.35 to \$2.75. Sizes one to three years.

Lingerie hats for best for small girls of two to six years, \$2.50 to \$5.

And for tiny boys of two to four years are white pique or duck hats, 85c to \$2.25.

(Third Floor)

Colored Silk Chemises

Tub silk chemises—a jersey weave—in pink, \$3.75.

(Third Floor)

Two New Models in Women's White Buckskin Oxfords

A much-perforated blucher oxford of soft white buckskin with black rubber sole is for sports wear. \$10.

For wear with all sorts of informal summer dresses are white buck oxfords with black patent leather saddle, sole and low heel of ivory white leather, \$13.

Sports oxfords of white buckskin with black or tan

(First Floor)

"Paddle Your Own Canoe" on the Glorious Fourth

AND to be sure of a good canoe, see the selections in the Sporting Goods Store.

"Kennebec" models, 16 ft. to 18 ft., \$65 to \$70.

"Kineo" models, 16 ft. to 18 ft., \$67.50 to \$71.50.

Torpedo models, 16 ft. to 18 ft., \$67.50 to \$72.50.

Sponson models, 16 ft. to 18 ft., \$85 to \$90.

Also paddles, cushions, back rests and other comforts and accessories.

(1st Gallery)

